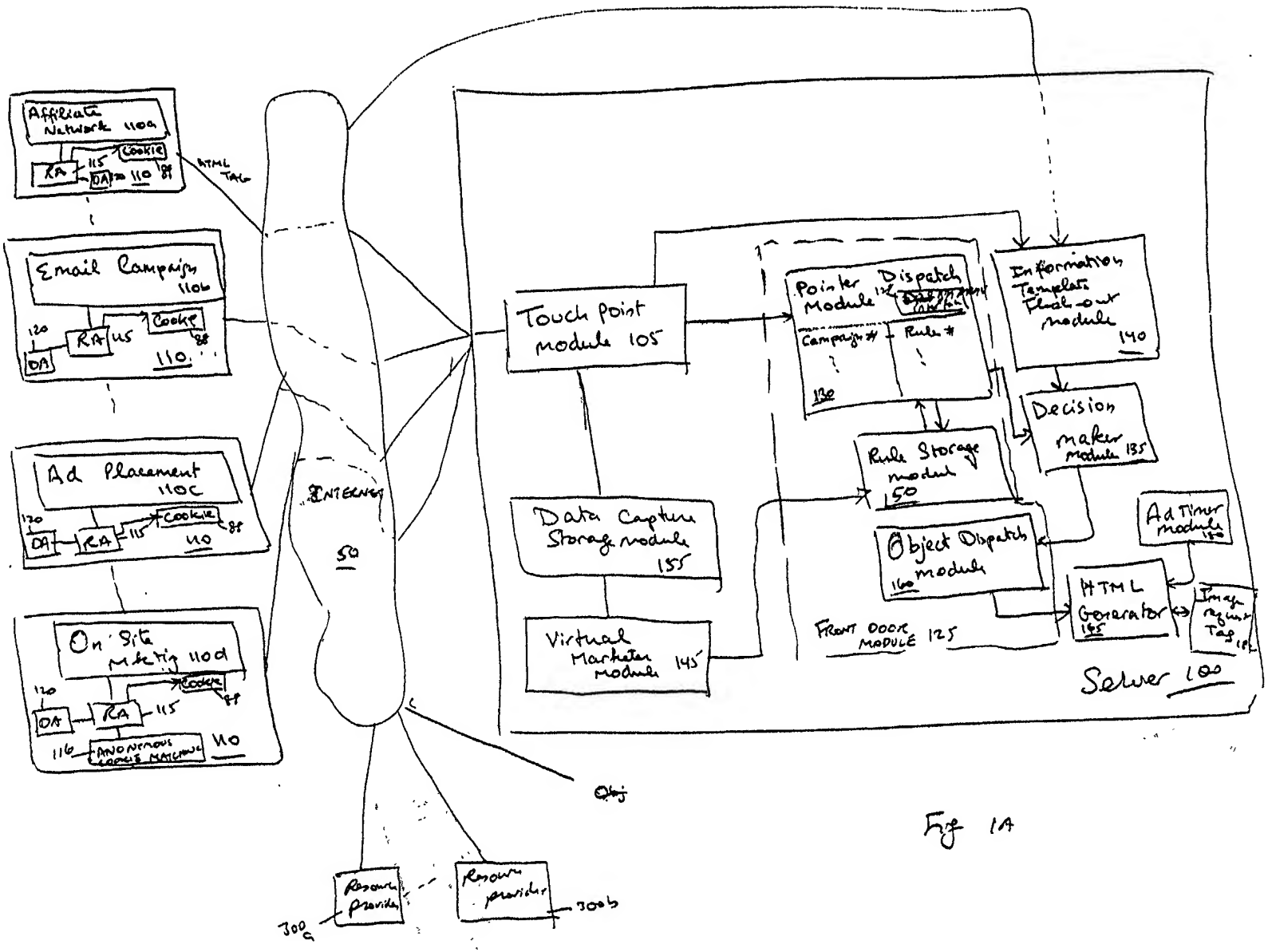
Affiliate Network 110a
RA
DA
Cookie
HTML TAG
Email Campaign 110b
Ad Placement 110c
On Site Meeting 110d
Anonymous Cookie Machine
INTERNET
50
Touch Point module 105
Pointer Dispatch Module
Campaign #
Rule #
Information Template Flow-out module 140
Decision maker module 135
Rule Storage module 150
Data Capture Storage module 155
Object Dispatch module 160
Ad Timer module
HTML Generator 165
Virtual Marketer module 145
FRONT DOOR MODULE 125
Server 100
Obj
Resource provider
300a
300b

Fig 1A

Rule Storage module

Rule #	Rule set	Size	Restrictions

150

Fig. 1b

Object Dispatch module

Object #	object type	Resource	attributes

160

Fig. 1c

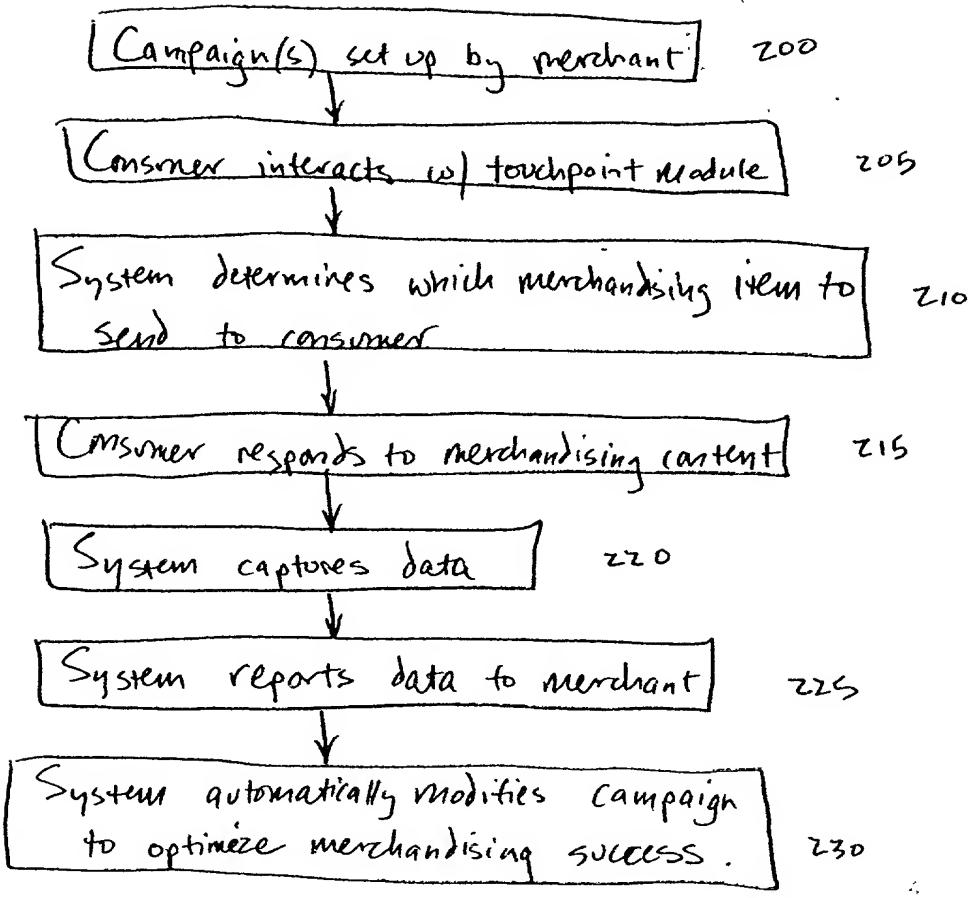
Campaign(s) set up by merchant
200
Consumer interacts w/ touchpoint module
205
System determines which merchandising item to send to consumer
210
Consumer responds to merchandising content
215
System captures data
220
System reports data to merchant
225
System automatically modifies campaign to optimize merchandising success.
230

Figure 2

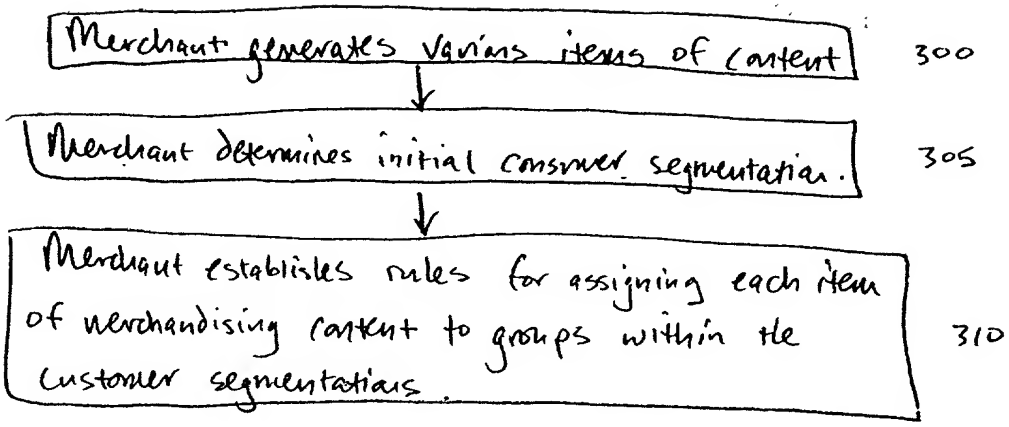
Merchant generates various items of content
300
Merchant determines initial consumer segmentation.
305
Merchant establishes rules for assigning each item of merchandising content to groups within the customer segmentation.
310

Figure 3

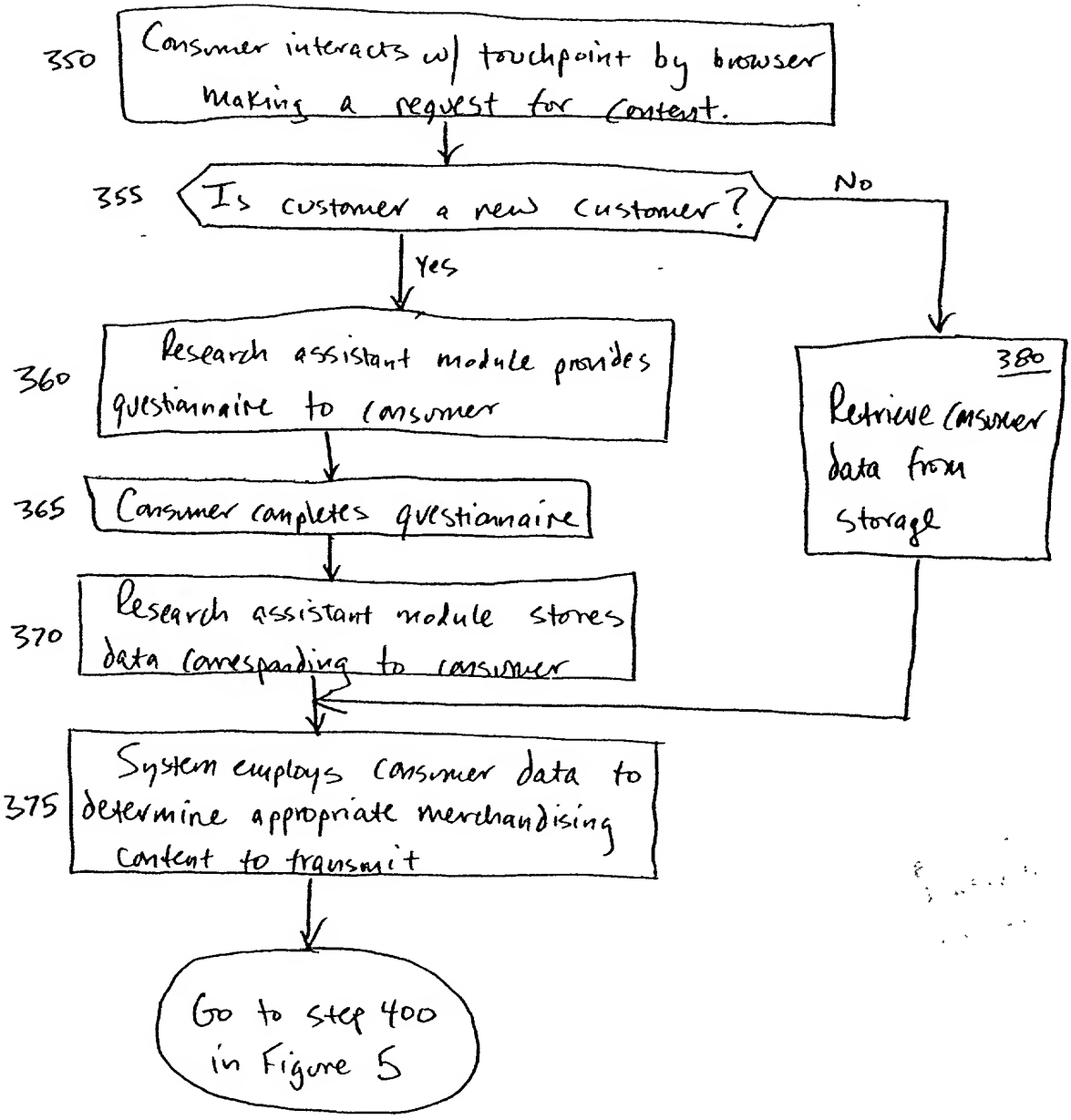
350
Consumer interacts w/ touchpoint by browser making a request for content.
355
Is customer a new customer?
No
Yes
360
Research assistant module provides questionnaire to consumer
380
Retrieve consumer data from storage
365
Consumer completes questionnaire
370
Research assistant module stores data corresponding to consumer
375
System employs consumer data to determine appropriate merchandising content to transmit
Go to step 400 in Figure 5

Figure 4

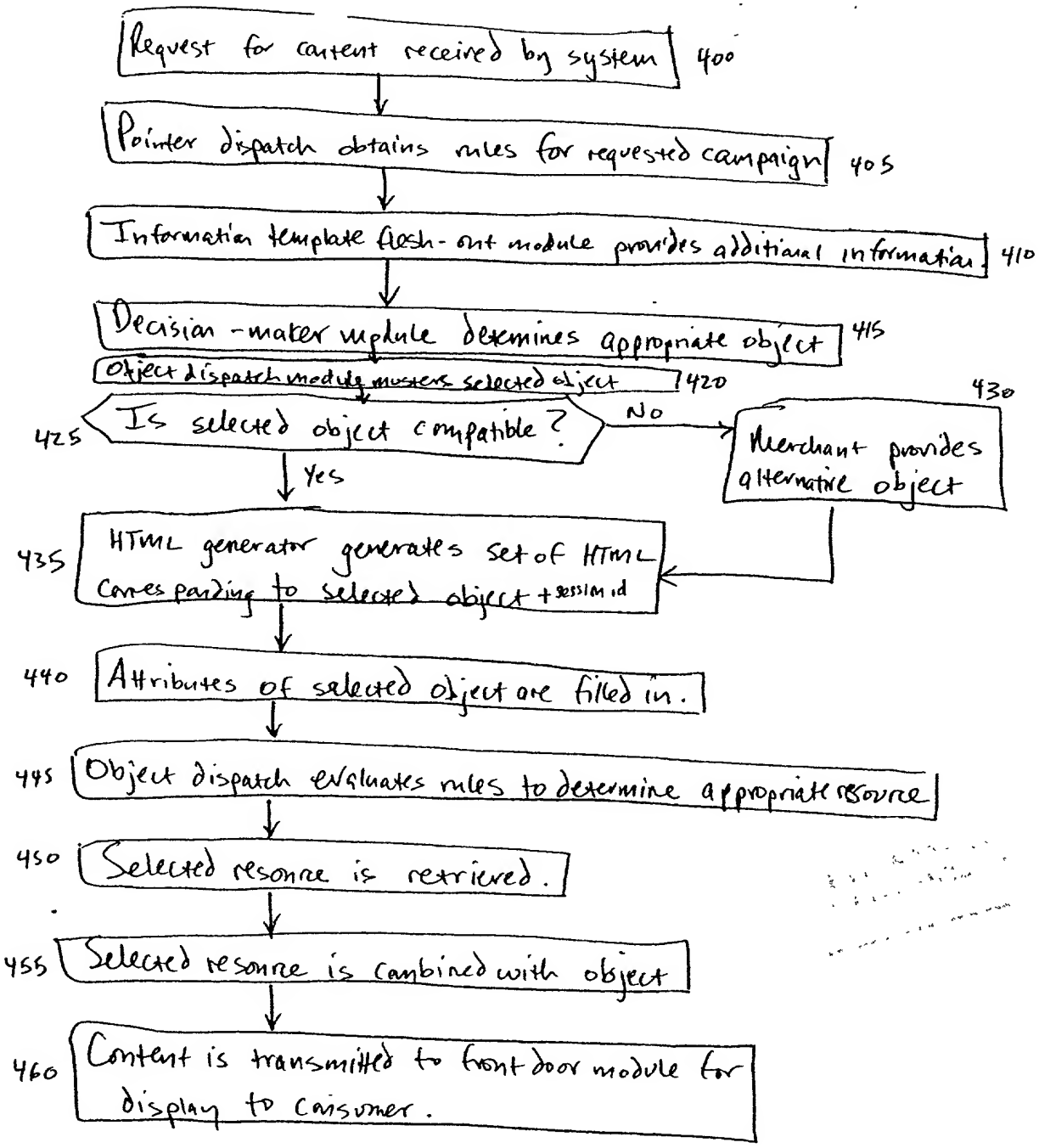
Request for content received by system
400
Pointer dispatch obtains rules for requested campaign
405
Information template flesh-out module provides additional information
410
Decision-maker module determines appropriate object
415
Object dispatch module musters selected object
420
425
Is selected object compatible?
No
430
Merchant provides alternative object
Yes
435
HTML generator generates set of HTML corresponding to selected object + session id
440
Attributes of selected object are filled in.
445
Object dispatch evaluates rules to determine appropriate resource
450
Selected resource is retrieved.
455
Selected resource is combined with object
460
Content is transmitted to front door module for display to customer.

Figure 5

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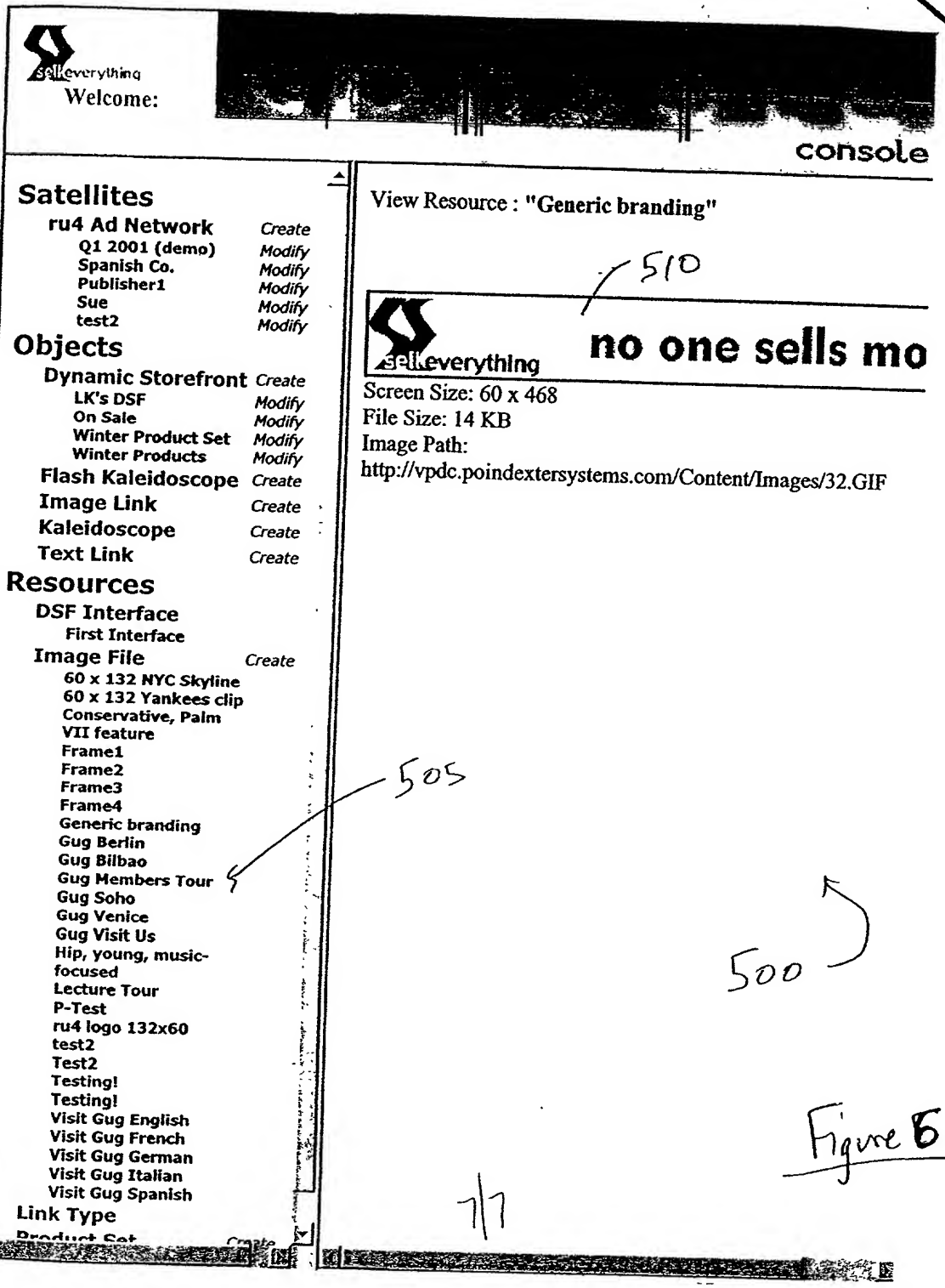

Figure 6

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Express Mail Label No. EV 339 969 705 US